



you are a
decorator with



DESIGN-A-WALL*

MODULAR SHELVES, BOOKCASES, CABINETS AND ROOM DIVIDERS

* Trade Mark

Manufactured by ALL-LUMINUM PRODUCTS, INC., Philadelphia 46, Pa.

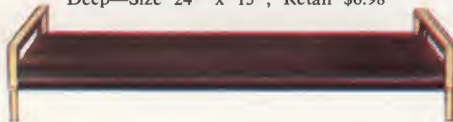
CREATE YOUR OWN CUSTOM WALL WITH THESE BASIC COMPONENTS

Nothing else to buy, no tools needed —
they just slide together

TOP SHELF—Fits at the top of any unit or arrangement.

Standard—Size 30" x 10", Retail \$4.98

Deep—Size 24" x 15", Retail \$6.98



CABINET UNIT with sliding doors—in 30" x 10" size only, 12" high. Retail \$10.98. (Note: Cabinet comes complete except for top. To finish off use either top shelf or basic shelf.)

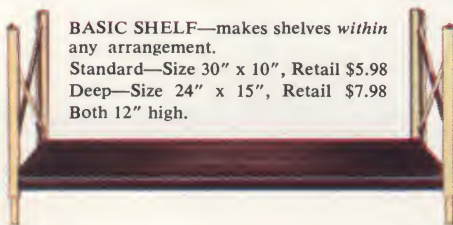


BASIC SHELF—makes shelves *within* any arrangement.

Standard—Size 30" x 10", Retail \$5.98

Deep—Size 24" x 15", Retail \$7.98

Both 12" high.

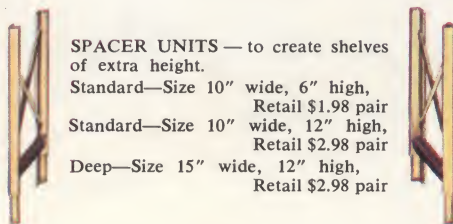


SPACER UNITS — to create shelves of extra height.

Standard—Size 10" wide, 6" high,
Retail \$1.98 pair

Standard—Size 10" wide, 12" high,
Retail \$2.98 pair

Deep—Size 15" wide, 12" high,
Retail \$2.98 pair



DESIGN-A-WALL*

A NEW CONCEPT . . . TO MAKE THE MOST OF SPACE

What a wonderful world of beauty and utility is yours with new Design-A-Wall units! Handsome, without costing a king's ransom! Modular, so that you can plan a custom arrangement to fit *your* needs, *your* room. Easily assembled, because they merely slide together *without tools* (and easy to take apart and re-assemble in a new home or new arrangement, too). Design-A-Wall units are as durable as they are beautiful—sturdy steel shelves and cabinets with rich walnut grain vinyl permanently bonded to the surface—so real you can't tell it from genuine wood 12 inches away; so durable it resists stains, alcohol, scratches, even burning cigarettes—never requires polishing, just wipe clean with a damp cloth. Brass parts are lacquered, never need polishing. Design-A-Wall is versatile; at home in every room, and it makes *any* room more home-like. Plan your Design-A-Wall custom arrangement today. It's easy, fun, inexpensive!

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PAT. PENDING No. 142,934



SO EASY TO ASSEMBLE, Design-A-Wall units are made in standard sizes by new mass-production methods that insure precision assembly as well as surprising low cost. Just take 'em out of the carton and slide them together. No tools are needed, and assembly is easy as setting up



LIFETIME OF BEAUTY . . . all shelves and cabinets are rich walnut grain vinyl permanently bonded to sturdy steel — rust-proof, liquid-proof, scratch resistant, even burn resistant. Upright pieces are triple brass-plated and lacquered for long, care-free beauty.

your percolator or starting your washing machine. And Design-A-Wall can be just as easily taken apart for moving or new arrangement. Illustrations at right show how a typical unit goes together — easy instructions come with each unit you buy.

GOES ANYWHERE . . . WITH ANYTHING. Illustrations below show how beautifully Design-A-Wall arrangements blend with any style decor, and how they add useful space and a fashionable decorator look to a family room or a bedroom: Arrangements are limited only by your own imagination. And you can start with those you need now, add more pieces later.





Standard shelf unit merely unfolds. Protective plastic feet are packed with each top shelf unit.



Cabinet unit is assembled by sliding back and doors into place.



Slide top shelf on; unit is complete, ready for use. Time: 10 minutes at most.



PLANNING YOUR DESIGN-A-WALL. It's as easy as stacking children's blocks, but lots more fun! Each piece is a standard height and width, so all you have to do is block them out on the specially designed graph charts on the last page. First measure your room so that you know what space is available, then make your wall plans. Your Design-A-Wall Specialist will be happy to work with you. See how easily "you are a decorator with Design-A-Wall"!

REMEMBER — THESE ARE THE BASIC UNITS



TOP SHELVES must be used to top off any vertical arrangement. Made in two sizes: Standard—30" x 10", for books, knick-knacks, etc. — and Deep—24" x 15" for TV sets, hi-fi components, records, etc.



BASIC SHELVES are used as shelves within arrangements or to top off cabinets. Made in two sizes: Standard — 30" x 10"; Deep — 24" x 15"; both 12" high.



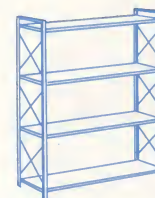
CABINETS are made in one size only, 30" x 10", 12" high. Cabinets are complete except for tops, which are made from top shelves or basic shelves, depending on arrangement.



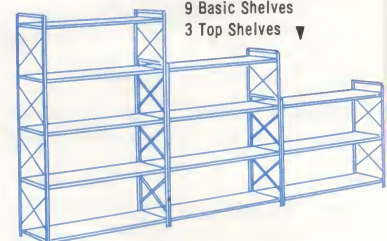
SPACERS are used to add more space between shelves. Made for either wide or narrow shelves, in 6", or 12" height.

FEET—four plastic tips are packed with each top shelf. **CLIPS** to attach one vertical arrangement to another are packed with each top shelf.

LET YOUR IMAGINATION GO



BOOK CASE
3 Basic Shelves • 1 Top Shelf



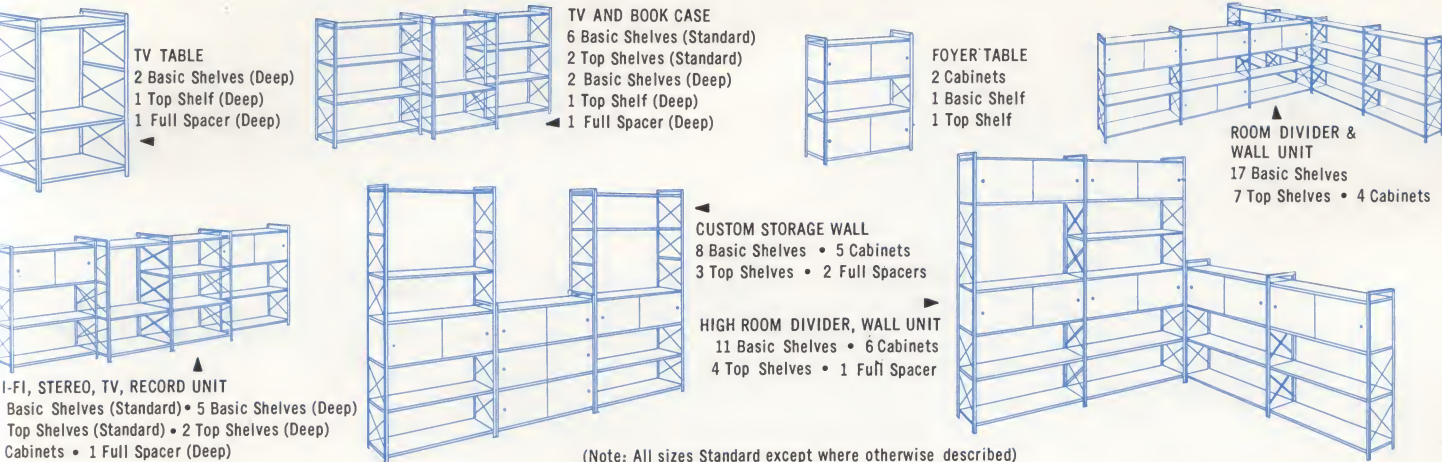
STEP-DOWN BOOK CASE
9 Basic Shelves
3 Top Shelves

At home in any setting—that's Design-A-Wall! See how handsomely this custom wall and room divider arrangement lends

itself to a recreation room or "family room" . . . provides both beauty and useful storage space!



... HERE ARE JUST A FEW TYPICAL DESIGN-A-WALL ARRANGEMENTS ... OTHER POSSIBILITIES ARE UNLIMITED!



Perfect for Children's Rooms! Design-A-Wall combines a handsome furniture look with carefree durability.

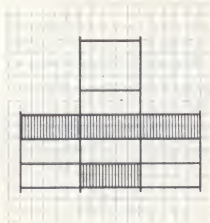
Elegance for Offices at so much less than you'd expect to spend. Plan a custom wall for your specific needs!



PLANNING YOUR DESIGN-A-WALL^{*} is easy and it's fun!

MAKING YOUR WALL PLANS. There are two Wall Plan Graphs at right. Measure the height and length of each wall. Now indicate the placement of your Design-A-Wall units. Use heavy lines to show shelves, solid areas to show cabinets. You'll soon have a complete picture of your Design-A-Wall arrangement. Need help? Ask your Design-A-Wall Specialist.

To illustrate what a finished Wall Plan will look like, this miniature wall plan represents the bedroom scene.



you are a decorator with
DESIGN-A-WALL^{*}

Manufactured by
All-Luminum Products, Inc., Phila. 46, Pa.

Distributed by

EACH BLOCK REPRESENTS 6 INCHES SQUARE • Basic deep shelves are 4 blocks wide • Basic standard shelves are 5 blocks wide • Cabinets are 5 blocks wide • Spacers (to form higher shelves) are either one block or 2 blocks high • All shelves and cabinets are 2 blocks high • Every arrangement must have a top shelf.

EASY ORDER FORM FOR DESIGN-A-WALL

QUANTITY	DESCRIPTION	SIZE	STOCK NO.	PRICE	TOTAL COST
	TOP SHELF (Standard)	10" wide x 30"	TOP-30	\$4.98 ea.	
	BASIC SHELF (Standard)	10" wide x 30"	ST-30	\$5.98 ea.	
	CABINET (Less Top)	10" wide x 30"	CAB-30	\$10.98 ea.	
	FULL SPACER (Standard)	10" wide x 12"	SP-10	\$2.98 pr.	
	½ SPACER (Standard)	10" wide x 6"	SP-½	\$1.98 pr.	
	TOP SHELF (Deep)	15" wide x 24"	TOP-24	\$6.98 ea.	
	BASIC SHELF (Deep)	15" wide x 24"	ST-24	\$7.98 ea.	
	FULL SPACER (Deep)	15" wide x 12"	SP-15	\$2.98 pr.	

Prices Effective January 1, 1962

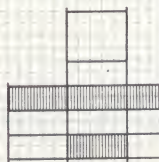
GRAND TOTAL

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From the collection of:

Mike Jackson, FAIA

wide • Basic standard shelves
helves) are either one block or
ement must have a top shelf.

VALL

PRICE	TOTAL COST
\$4.98 ea.	
\$5.98 ea.	
\$10.98 ea.	
\$2.98 pr.	
\$1.98 pr.	
\$6.98 ea.	
\$7.98 ea.	
\$2.98 pr.	
GRAND TOTAL	

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